

Citizens, enterprises and the ICTs

Year 2015

Istat disseminates the main findings of the sample surveys on the use of information and communication technologies (ICT) by individuals, households and enterprises with at least 10 persons employed working in industry and services. The data refer to the use of ICT in the year 2015. In 2015 the two community surveys have included a special section regarding cyber security.¹

For more integration in the production and communication of information statistics, Istat publishes data on the use of ICT by citizens and enterprises gathering them in a single release.

In 2015 the number of households having a broadband access increases, while it is stable and close to saturation the share of enterprises using broadband access (94.4%). For both, the mobile broadband connection increases up to 30.1% of households (27.6% in the 2014) and 63.3% of enterprises with at least 10 persons employed (60.0% in the 2014).

60.2% of the population aged 6 and over used the web in the last 12 months (57.5% in the 2014), about 40% surfed the web daily, and only 16.8% used the web at least once a week. The age is still the main discriminating factor in the use of the Internet: young people aged 15-24 confirm themselves as the best users (they overtake 91%).

The digital *intensity index*, based on the adoption of 12 activities used on the Internet, is low or very low for about nine out of ten companies (8 out of 10 in EU28). The smaller enterprises (with 10-49 persons employed) have a lower degree of digitization respect to the other.

In 2015, among people who used the web in the last 3 months, seven out of 10 (71.0%) enjoyed cultural contents, 56.1% interacted with others through social networks and 32.1% uploading of own produced content to own website or to any other website with the purpose of sharing it with others.

70.7% of enterprises with at least 10 persons employed have a website (69% in 2014); one enterprise out of four has on the website a link to its own social profile while 37.3% uses social media (32% in 2014), but mainly for marketing purposes (29.6%).

Compared to the last year enterprises using e-invoicing in a format suitable for automatic processing are increasing (from 5.4 in 2014 to 15.5% in 2015) and those using specific software for internal sharing of information on customers (CRM, from 28 to 30.2%).

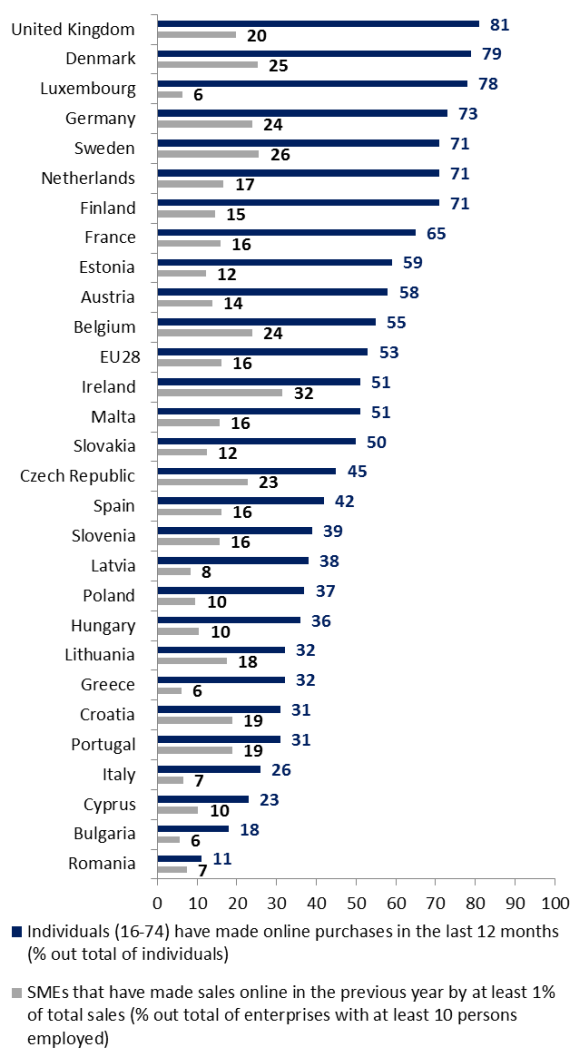
Digital skills within companies have some criticalities, both for business decisions and for structural factors mainly related to the small size of the company. In general, Italian people easily perform basic digital skills (36.6%) or low (31.4%). 60.7% of companies with at least 10 persons employed hired external personnel to manage ICT functions and only 12.5% choose to perform them internally with persons employed within the company or his group.

Compared to 2014, both the proportion of Internet users who shopped online (from 45.9 to 48.7%) and that of enterprises selling online (from 8.2 to 10%) increased, but in the latter case the gap between small and large enterprises persists. For the year 2015, Italy is far from the EU targets which set at 33% the share of SMEs that has made online sales in the previous year for at least 1% of total sales and at 50% the share of population aged 16-74 that has made online purchases in the last 12 months; these indicators today are respectively 6.5% and 26%.

28.2% of the population aged 15 and over who used the web in the last 12 months experienced at least one security related problems using the internet for private aims. 54.3% have not done certain activities via Internet because of security concerns. 42.9% of businesses considers necessary to have a cyber security policy and about 62% of them has defined or updated its policy in the last 12 months.

¹ Complete information on ICT usage at European level (Eurostat) and latest publication are available at the following link: <http://ec.europa.eu/eurostat/web/information-society/publications>. For latest statistics in focus on ICT see the link: http://ec.europa.eu/eurostat/statistics-explained/index.php/E-commerce_statistics_for_individuals and http://ec.europa.eu/eurostat/statistics-explained/index.php/ICT_specialists_statistics_on_hard-to-fill_vacancies_in_enterprises.

INDIVIDUALS WHO PURCHASED AND COMPANIES THAT HAVE SOLD ONLINE, BY EU28. Year 2015



For more details please refer to the Italian version

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